ORDR

Advertiser Ref

## CONTRACT



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

And:

Smart Media 101 N. Columbus Street Suite 200 Alexandria, VA 22314

REVISION. Add \$30,090 gross

Contract / Rev	/ision	Alt Order #	<u>E</u>
116654	1	06218176	
	***		
Estimate #			
924930			
		Original Date	/ Revision
r		09/20/12	/ 09/20/12
Billing Cycle	Billing	Calendar	Cash/Trade
EOM/EOC	Broado	ast	Cash
<u>Station</u>	Accour	nt Executive	Sales Office
WRAL	Cheryl Blair		Washington Te
Special Handl	ling		1
CIA - Mark PA	\ID		
Demographic			
Adults 35+	Adults 35+		
			Total Ratings
			380.30
IDB#	Advert	iser Code	Product Code
	Estimate # 924930  r Billing Cycle EOM/EOC Station WRAL Special Handi CIA - Mark PA Demographic Adults 35+	Estimate # 924930  r  Billing Cycle Billing EOM/EOC Broadd Station Account WRAL Cheryl Special Handling CIA - Mark PAID Demographic Adults 35+	Estimate # 924930  r

MCCRO

Spots/

Agency Ref

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	e Days Length Week	Rate Rtn TypeSpots	Amount
N 2 WRAL 09/28/12 09/28/12 Price is Right	11a-12p	:30	NM	1 \$500.00
CLASS 1 - CANDIDATE r8.23				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	<u>Rate</u> <u>Ra</u>	ating 4.40		
N 4 WRAL 09/28/12 09/28/12 Young and the Restless	4-5p	:30	NM	4 #075.00
CLASS 2 - CANDIDATE 18.23	4-5p	.30	INIVI	1 \$875.00
Start Date End Date Weekdays Spots/Week	Rate Ra	ating		
Week: 09/24/12 09/30/121 1	\$875.00	8.20		
N 5 WRAL 09/28/12 09/28/12 WRAL 5am News	5am - 5:30a	:30	NM	1 \$300.00
CLASS 3 - CANDIDATE r8.23				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1		<u>ating</u> 2.80		
N 6 WRAL 09/28/12 09/28/12 WRAL 5:30AM News	530-6a	:30	NM	1 \$450.00
CLASS 3 - CANDIDATE r8.23	000 00	.50	14141	1 Ψ450.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u> Ra			
Week: 09/24/12 09/30/121 1	\$450.00	3.60		
N 7 WRAL 09/28/12 09/28/12 CBS This Morning	7am - 9am	:30	NM	1 \$380.00
CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week	Rate Ra	ating		
Week: 09/24/12		aung 3.60		
N 8 WRAL 09/24/12 09/24/12 Price is Right	11a-12p	:30	NM	1 \$500.00
CLASS 1 - CANDIDATE r8.23				
Start Date End Date Weekdays Spots/Week		ating		
Week: 09/24/12 09/30/12 1 1	,	4.40		
N 9 WRAL 09/24/12 09/24/12 Young and the Restless	4-5p	:30	NM	1 \$875.00
CLASS 2 - CANDIDATE 8.23 Start Date End Date Weekdays Spots/Week	Rate Ra	ating		
Week: 09/24/12 09/30/12 1 1		8.20		
N 10 WRAL 09/24/12 09/24/12 WRAL 5am News	5am - 5:30a	:30	NM	1 \$300.00
CLASS 3 - CANDIDATE r8.23				
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/12 1 1		ating		
vveek. Us/24/12 US/3U/12 I 1	\$300.00	2.80	l	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

Contract / Revision Alt Order# 116654 06218176 Contract Dates Product Estimate # 09/24/12 - 09/30/12 MCCRORY 9/24 924930

Advertiser Original Date / Revision Pat McCrory for Governor 09/20/12 / 09/20/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week	Rate Rtn TypeSpots	Amount
Start Date	Rate Rating			THE PROPERTY OF THE PROPERTY O
N 11 WRAL 09/24/12 09/24/12 WRAL 5:30AM News	530-6a	:30	NM 1	\$450.00
CLASS 3 - CANDIDATE r8.23  Start Date End Date Weekdays Spots/Week  Week: 09/24/12 09/30/12 1 1	<u>Rate</u> <u>Rating</u> \$450.00 3.60			
N 12 WRAL 09/24/12 09/24/12 CBS This Morning	7am - 9am	:30	NM 1	\$380.00
CLASS 3 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week:       09/24/12       09/30/12       1       1	Rate Rating \$380.00 3.60			<b>V</b> 000130
N 13 WRAL 09/29/12 09/29/12 Sat Hour 3	10-11p	:30	NM 1	\$1,300.00
CLASS 2- CANDIDATE r8.23           Start Date         End Date         Weekdays         Spots/Week           Week:         09/24/12         09/30/12        1-         1	Rate Rating \$1,300.00 5.50			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
N 14 WRAL 09/29/12 09/29/12 CRIMINAL MINDS	1135-1235XM	:30	NM 1	\$155.00
CLASS 3 - CANDIDATE r8.23  Start Date End Date Weekdays Spots/Week  Week: 09/24/12 09/30/121- 1	<u>Rate</u> <u>Rating</u> \$155.00 2,50			
N 16 WRAL 09/29/12 09/29/12 WRAL 6a News Sat	6-8a	:30	NM 1	\$270.00
CLASS 3 - CANDIDATE r8.23 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121- 1	<u>Rate</u> <u>Rating</u> \$270.00 4.20			
N 17 WRAL 09/29/12 09/29/12 CBS This Sat Morning 8-9a	8-9a	:30	NM 1	\$470.00
CLASS 2 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week:       09/24/12       09/30/12      1-       1	<u>Rate</u> <u>Rating</u> \$470.00 3.80			
N 18 WRAL 09/29/12 09/29/12 Sat Hour 2	9-10p	:30	NM 1	\$1,300.00
CLASS 2 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week: 09/24/12       09/30/12      1       1	Rate Rating \$1,300.00 3.70			
N 19 WRAL 09/30/12 09/30/12 6pm News (Sun)	6-630p	:30	NM 1	\$350.00
CLASS 3 - CANDIDATE r8.23 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	Rate Rating \$350.00 8.10			
N 20 WRAL 09/30/12 09/30/12 WRAL Sun Morning News	7-9a	:30	NM 1	\$400.00
CLASS 3 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week: 09/24/12       09/30/12      1       1	Rate Rating \$400.00 4.70			
N 21 WRAL 09/30/12 09/30/12 CBS Sunday Morning	9-1030a	:30	NM 1	\$600.00
CLASS 2 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week:       09/24/12       09/30/12      1       1	<u>Rate</u> <u>Rating</u> \$600.00 5.10			
N 22 WRAL 09/30/12 09/30/12 Sun Hour 2	9-10pm	:30	NM 1	\$3,115.00
CLASS 3 - CANDIDATE r8.23           Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12        1         1	<u>Rate</u> <u>Rating</u> \$3,115.00 8.60			
N 23 WRAL 09/27/12 09/27/12 Price is Right	11a-12p	:30	NM 1	\$500.00
CLASS 1 - CANDIDATE r8.23  Start Date End Date Weekdays Spots/Week  Week: 09/24/12 09/30/121 1	<u>Rate</u> <u>Rating</u> \$500.00 4.40			

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specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.

Rate Rtn Type Spots

Amount



\*Line

N 24

WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

Weekdays

<u>Weekdays</u>

**Weekdays** 

Weekdays

Thu Hour 2

Price is Right

---1.--

WRAL 5am News

**CBS** This Morning

1

---1---

Ch Start Date End Date Description

09/27/12

09/27/12

09/27/12

09/27/12

09/25/12

End Date

09/30/12

End Date

09/30/12

End Date

09/30/12

Start Date End Date

CLASS 2 - CANDIDATE r8.23

CLASS 3 - CANDIDATE 8.23

CLASS 3 - CANDIDATE r8.23

WRAL 09/27/12

Start Date

WRAL 09/27/12

Start Date

WRAL 09/27/12

Start Date

WRAL 09/27/12

28 WRAL 09/25/12

CLASS 4 - CANDIDATE

Week: 09/24/12

Week: 09/24/12

Week: 09/24/12

36

WRAL 09/26/12

CLASS 3 - CANDIDATE r8.23

09/26/12

WRAL 5am News

Contract / Revision Alt Order # 116654 06218176 Contract Dates Product Estimate # 09/24/12 - 09/30/12 MCCRORY 9/24 924930

Advertiser Original Date / Revision 09/20/12 / 09/20/12 Pat McCrory for Governor

Spots/Week Rate Rating Young and the Restless 4-5p :30 NM \$875.00 1 Spots/Week <u>Rate</u> Rating \$875.00 8.20 5am - 5:30a :30 NM \$300.00 Spots/Week <u>Rate</u> Rating \$300.00 2.80 7am - 9am :30 NM \$380.00 Spots/Week <u>Rate</u> Rating \$380.00 3.60 9-10p :30 NM O \$0.00 11a-12p :30 NIV \$500.00 <u>Rate</u> Rating 4.40

Spots/

Length Week

CLASS 1 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/12 -1----\$500.00 1 29 WRAL 09/25/12 09/25/12 Young and the Restless 4-5p :30 NM \$875.00 CLASS 2 - CANDIDATE r8,23 Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/24/12 09/30/12 -1----\$875.00 8.20 1 30 WRAL 09/25/12 09/25/12 WRAL 5am News 5am - 5:30a :30 NM \$300.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Spots/Week Weekdays Rating Week: 09/24/12 09/30/12 -1----1 \$300.00 2.80 31 WRAL 09/25/12 09/25/12 **CBS This Morning** 7am - 9am :30 NM \$380.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/24/12 09/30/12 \$380.00 1 3.60 WRAL 09/25/12 09/25/12 Tue Hour 1 8-9p :30 NM \$3,550.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week Rating Rate 09/30/12 Week: 09/24/12 -1----1 \$3,550.00 16.30 33 WRAL 09/26/12 09/26/12 Wed Hour 3 10-11p :30 NM \$3,335.00 1 CLASS 3 - CANDIDATE 8.23 Start Date End Date Spots/Week Weekdays <u>Rate</u> Rating Week: 09/24/12 09/30/12 --1----\$3,335.00 9.50 WRAL 09/26/12 09/26/12 Price is Right 11a-12p :30 NM 1 \$500.00 CLASS 1 ~ CANDIDATE r8.23 End Date Start Date Spots/Week Weekdays R<u>ate</u> Rating Week: 09/24/12 09/30/12 \$500.00 --1---1 4.40 WRAL 09/26/12 09/26/12 Young and the Restless 4-5p :30 NM \$875.00 CLASS 3 ~ CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/24/12 09/30/12 --1----\$875.00

Start/End Time

Days

:30

NM

\$300.00

5am - 5:30a

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WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

Contract / Revision Alt Order# 116654 06218176 Contract Dates Product Estimate # 09/24/12 - 09/30/12 MCCRORY 9/24 924930

Advertiser Original Date / Revision Pat McCrory for Governor 09/20/12 / 09/20/12

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Rtn TypeSpots Amount Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$300.00 2.80 WRAL 09/26/12 09/26/12 WRAL 5:30AM News 530-6a :30 NM \$450.00 CLASS 3 - CANDIDATE r8.23 Weekdays Start Date End Date Spots/Week <u>Rate</u> Rating Week: 09/24/12 09/30/12 --1----\$450.00 3.60 WRAL 09/26/12 09/26/12 **CBS This Morning** 7am - 9am :30 NM \$380.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/24/12 09/30/12 --1---1 \$380.00 3 60 WRAL 09/28/12 09/28/12 Fri Hour 3 10-11p :30 NM \$2,225.00 CLASS 3 - CANDIDATE r8,23 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----1--\$2,225.00 1 10.10 WRAL 09/28/12 09/28/12 Late News 11-1135p :30 NM \$1,335.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----1---\$1,335.00 N 41 WRAL 09/28/12 09/28/12 Letterman Friday 1205x-107x :30 NM \$90.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 1 \$90.00 3.50 N 42 WRAL 09/28/12 09/28/12 Noon News 12p-1p :30 NM \$215.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----1--\$215.00 N 43 WRAL 09/28/12 09/28/12 5:00 First News 5-530p :30 NM \$1,115.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 09/24/12 09/30/12 ----1--\$1,115.00 8.60 N 44 WRAL 09/28/12 09/28/12 Fri Hour 1 8-9p :30 NM \$1,570.00 CLASS 3- CANDIDATE r8.23 Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating ----1--\$1,570.00 1 6.40 45 WRAL 09/28/12 09/28/12 Fri Hour 2 9-10p :30 NM \$1,790.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week Rating Week: 09/24/12 09/30/12 ----1--\$1,790.00 46 WRAL 09/24/12 09/24/12 Late News 11-1135p :30 NM \$1,335.00 CLASS 3 - CANDIDATE r8,23 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$1,335.00 47 WRAL 09/24/12 09/24/12 David Letterman 1135p-1237a :30 NM \$270.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Spots/Week Weekdays <u>Rate</u> Rating Week: 09/24/12 09/30/12 1----\$270.00 3.50 48 WRAL 09/24/12 09/24/12 Noon News 12p-1p :30 NM \$215.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week

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Rate Rating

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09/20/12 / 09/20/12



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

	Contract / Revision 116654 /	Alt Order # 06218176
Contract Dates 09/24/12 - 09/30/12	Product MCCRORY 9/24	Estimate # 924930
Advertiser	l Oi	iginal Date / Revision

Pat McCrory for Governo

Start Date   End Date   O9/30/12   D9/29/12   O9/29/12   O9/30/12   O9/30/1	*Line Ch Stort	Data End Data	December		a	_	Spots/			
Week:       09/24/12       09/30/12       1       1 \$215.00       6.50         N 49 WRAL 09/29/12 09/29/12 7pm News       7-730p       :30       NM       1 \$270.00         CLASS 3 - CANDIDATE r8.23       Start Date End Date Meekdays 09/30/121-       Spots/Week Part 1 \$270.00       Rating Part 1 \$270.00       Week: 09/24/12 09/30/12 09/30/12 Sat Hour 1       8-9p       :30       NM       1 \$550.00         N 50 WRAL 09/29/12 09/29/12 09/29/12 Sat Hour 1 CLASS 3 - CANDIDATE r8.23 Start Date Weekdays 09/30/12 09/30/12 09/30/12 09/30/12 09/30/12 09/30/12 09/30/12 09/30/12 09/30/12 Sun Hour 3       Rate Rating Start Date End Date Weekdays Start Date End Date Weekdays Start Date End Date Weekdays 09/30/12 09/							Length Week	Rate Rtn Type	Spots	Amount
CLASS 3 - CANDIDATE r8.23  Start Date Week: 09/24/12 09/30/12 09/29/12 Sat Hour 1 8-9p :30 NM 1 \$550.00  CLASS 3 - CANDIDATE r8.23  Start Date End Date Weekdays Spots/Week Rate Rating Start Date End Date O9/30/12 09/30/										
CLASS 3 - CANDIDATE r8.23					7-730p		:30	NM	1	\$270.00
Week: 09/24/12       09/30/12      1       1       \$270.00       4.40         N 50 WRAL 09/29/12       09/29/12 Sat Hour 1       8-9p       :30       NM       1       \$550.00         CLASS 3 - CANDIDATE r8.23       Start Date End Date Weekdays O9/30/121       Spots/Week       Rate Rating Start Date End Date Weekdays O9/30/12 Sun Hour 3       NM       1       \$2,000.00         N 51 WRAL 09/30/12       09/30/12 Sun Hour 3       10-11p       :30       NM       1       \$2,000.00         CLASS 3 - CANDIDATE r8.23       Start Date End Date Weekdays O9/30/12 O9/30/12       Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week S				Carta BM I	ъ.	<b>-</b>			·	4270.00
CLASS 3 - CANDIDATE r8.23  Start Date End Date Weekdays Spots/Week Rate \$\frac{\text{Rating}}{\text{99/24/12}} \frac{\text{Part Date}}{\text{09/30/12}} \frac{\text{Weekdays}}{\text{09/30/12}} \frac{\text{Spots/Week}}{\text{11.113Fp}} \frac{\text{Rating}}{\text{3.50}} \frac{\text{Rating}}{\text{3.50}} \frac{\text{Sol.00}}{\text{3.50}} \frac{\text{NM}}{\text{11.113Fp}} \frac{\text{Rating}}{\text{Start Date}} \frac{\text{End Date}}{\text{09/30/12}} \frac{\text{Weekdays}}{\text{1}} \frac{\text{Spots/Week}}{\text{11.113Fp}} \frac{\text{Rating}}{\text{5.30}} \frac{\text{Rating}}{\text{5.30}} \frac{\text{NMAL 09/30/12}}{\text{09/30/12}} \frac{\text{09/30/12}}{\text{11.113Fp}} \frac{\text{11.113Fp}}{\text{11.113Fp}} \frac{\text{30}}{\text{30}} \frac{\text{30}}{\text{30}} \frac{\text{11.113Fp}}{\text{30}} \frac{\text{30}}{\text{30}} \		09/30/12								
CLASS 3 - CANDIDATE r8.23  Start Date End Date Weekdays Spots/Week Rate Rating \$550.00 3.50  N 51 WRAL 09/30/12 09/30/12 Sun Hour 3 10-11p :30 NM 1 \$2,000.00  CLASS 3 - CANDIDATE r8.23  Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/121 1 \$2,000.00 5.30  N 52 WRAL 09/30/12 09/30/12 Late News 11 11350	N 50 WRAL 09/29,	/12 09/29/12	Sat Hour 1		<del></del>		:30	NA	1	\$550.00
Week:       09/24/12       09/30/12      1-       1       \$550.00       3.50         N 51 WRAL 09/30/12 09/30/12 Sun Hour 3       10-11p       :30       NM       1       \$2,000.00         CLASS 3 - CANDIDATE r8.23       Start Date End Date Weekdays Spots/Week Week: 09/24/12 09/30/121       Rate Rating \$2,000.00       5.30         N 52 WRAL 09/30/12 09/30/12 1 ate News       11 11350       200.00       11 11350				_	,			INIV		φ550.00
N 51 WRAL 09/30/12 09/30/12 Sun Hour 3 10-11p :30 NM 1 \$2,000.00 CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/121 1 \$2,000.00 5.30 N 52 WRAL 09/30/12 09/30/12 Late News 11 11350 200										
CLASS 3 - CANDIDATE r8.23  Start Date	N 51 WRAL 09/30	/12 09/30/12	Sun Hour 3			0.00	.30	NINA	4	#0.000.00
Week: 09/24/12 09/30/121 1 \$2,000.00 5.30 N 52 WRAL 09/30/12 09/30/12 Late News 11 11350							.50	INIV!	1	\$2,000.00
N 52 WRAL 09/30/12			<u>/eekdays</u> 1							
		****	Late News			5.30	.30			
CLASS 3 - CANDIDATE r8.23			Late News		11-1135p		:30	NM	1	\$1,335.00
<u>Start Date                                  </u>										
N 53 WRAI 09/30/12 00/30/12 60 Minutes 7.0			<u> </u>	1		7.70				
N 53 WRAL 09/30/12 09/30/12 60 Minutes 7-8p :30 NM 1 \$2,670.00 CLASS 3 - CANDIDATE r8.23					7-8p		:30	NM	1	\$2,670.00
Start Date End Date Weekdays Spots/Week Rate Rating	<u>Start Date</u>	End Date W	<u>′eekdays</u>			Rating				
Week: 09/24/12 09/30/121 1 \$2,670.00 7.90				1		7.90				
54 WRAL 09/30/12 09/30/12 Sun Hour 1 8-9p :30 NM 1 \$1,500.00 CLASS 4 - CANDIDATE			Sun Hour 1		8-9p		:30	NM	1	\$1,500.00
Start Date End Date Weekdays Spots/Week Rate Rating	Start Date		eekdays	Spots/Week	Rate	Rating				
Week: 09/24/12 09/30/121 1 \$1,500.00 5.60				1						
N 55 WRAL 09/27/12 09/27/12 David Letterman 1135p-1237a :30 NM 1 \$270.00				nan	1135p-1237a		:30	NM	1	\$270.00
CLASS 3 - CANDIDATE r8.23 Start Date End Date Weekdays Spots/Week Rate Rating				Spots/Week	Rate	Rating				
Week: 09/24/12 09/30/121 1 \$270.00 3.50		09/30/12								
N 56 WRAL 09/27/12 09/27/12 Noon News 12p-1p :30 NM 1 \$215.00					12p-1p		:30	NM	1	\$215.00
CLASS 3 - CANDIDATE r8.23 Start Date				Spots/Mask	Dete	Detine				
Week: 09/24/12	Week: 09/24/12									
N 57 WRAL 09/27/12 09/27/12 6pm News (M-F) 6-630p :30 NM 1 \$1,335.00	N 57 WRAL 09/27/	12 09/27/12	6pm News (N	1-F)	6-630p		:30	NM	1	\$1,335,00
CLASS 3 - CANDIDATE r8.23			a a to al occor	0					·	Ψ1,000.00
<u>Start Date                                  </u>										
N 58 WRAI 09/25/12 09/25/12 Tup Hour 2 40.44	N 58 WRAL 09/25/	12 09/25/12	Tue Hour 3				:30	NIM.	1	\$2.22E.00
CLASS 3 - CANDIDATE r8.23							.00	INIV	ļ	φ <i>Ζ</i> ,ΖΖ5.UU
<u>Start Date                                  </u>				Spots/Week						
N 59 WRAI 09/25/12 00/25/12 Devid Lettermen 4405, 4007				nan			.30	h tp -	_	0.055
N 59 WRAL 09/25/12			Savia Lottoill	IGII	1100p-140/a		:30	NM	1	\$270.00
<u>Start Date                                  </u>										
N. CO. WIDAL 000540 - 000540		-	·	1		3.50				
N 60 WRAL 09/25/12 09/25/12 Noon News 12p-1p :30 NM 1 \$215.00 CLASS 3 - CANDIDATE r8.23			NOON NEWS		12p-1p		:30	NM	1	\$215.00
Start Date End Date Weekdays Spots/Week Rate Rating			eekda <u>ys</u>	Spots/Week	<u>Rate</u>	Rating				

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to slation. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any stallon intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV 2619 Western Blvd Raleigh, NC 27605 (919)821-8514

	Contract / Revision 116654 /	Alt Order # 06218176
Contract Dates	Product	Estimate #
09/24/12 - 09/30/12	MCCRORY 9/24	924930

<u>Advertiser</u> Original Date / Revision Pat McCrory for Governo 09/20/12 / 09/20/12

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time Days	Length Week R	ate Rtn TypeSp	ots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12         -1         1	<u>Rate</u> <u>Rating</u> \$215.00 6.50				nere a menere de la menere de la describera processo de la menere de la menere de la menere de la menere de la
N 61 WRAL 09/25/12 09/25/12 5:30 News	530-6p	:30	NM	1	\$1,115.00
CLASS 3 - CANDIDATE r8.23  Start Date	<u>Rate</u> <u>Rating</u> \$1,115.00 8.50				, .,
D 62 WRAL 09/25/12 09/25/12 6pm News (M-F)	6-630p	:30	NM	0	\$0.00
CLASS 4 - CANDIDATE					40.00
N 63 WRAL 09/25/12 09/25/12 Tue Hour 2	9-10p	:30	NM	1	\$3,115.00
CLASS 3 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week: 09/24/12       09/30/12       -1       1	<u>Rate</u> <u>Rating</u> \$3,115.00 15.20				·
N 64 WRAL 09/26/12 09/26/12 Late News	11-1135p	:30	NM	1	\$1,335.00
CLASS 3 - CANDIDATE r8.23 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 09/24/12 09/30/121 1	<u>Rate</u> <u>Rating</u> \$1,335.00 7.70				,
N 65 WRAL 09/26/12 09/26/12 David Letterman	1135p-1237a	:30	NM	1	\$270.00
CLASS 3 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week: 09/24/12       09/30/12      1       1	<u>Rate</u> <u>Rating</u> \$270.00 3.50				
N 66 WRAL 09/26/12 09/26/12 Noon News	12p-1p	:30	NM	1	\$215.00
CLASS 3 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week: 09/24/12       09/30/12      1       1	<u>Rate</u> <u>Rating</u> \$215.00 6.50				
N 67 WRAL 09/26/12 09/26/12 5:00 First News	5-530p	:30	NM	1	\$1,115.00
CLASS 3 - CANDIDATE r8.23         Start Date       End Date       Weekdays       Spots/Week         Week: 09/24/12       09/30/12      1       1	<u>Rate</u> <u>Rating</u> \$1,115.00 8.60		i.		
N 68 WRAL 09/30/12 09/30/12 Sun Hour 2	9-10pm	:30	NM	1	\$2,000.00
CLASS 3 CANDIDATE R8.23           Start Date         End Date         Weekdays         Spots/Week           Week: 09/24/12         09/30/12        S         1	<u>Rate</u> <u>Rating</u> \$2,000.00 0.00				
N 69 WRAL 09/27/12 09/27/12 5:00 First News	5-530p	:30	NM	1	\$1,115.00
CLASS 3 - CANDIDATE r8.23  Start Date End Date Weekdays Spots/Week  Week: 09/24/12 09/30/121 1	<u>Rate</u> <u>Rating</u> \$1,115.00 8.60				
		Totals	380.30	64	\$59,765.00

Time Period # of Spots Gross Amount Net Amount 08/27/12 -09/30/12 64 \$59,765.00 \$50.800.25 Totals 64 \$59,765.00 \$50,800.25

Signature:	Date:	

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